



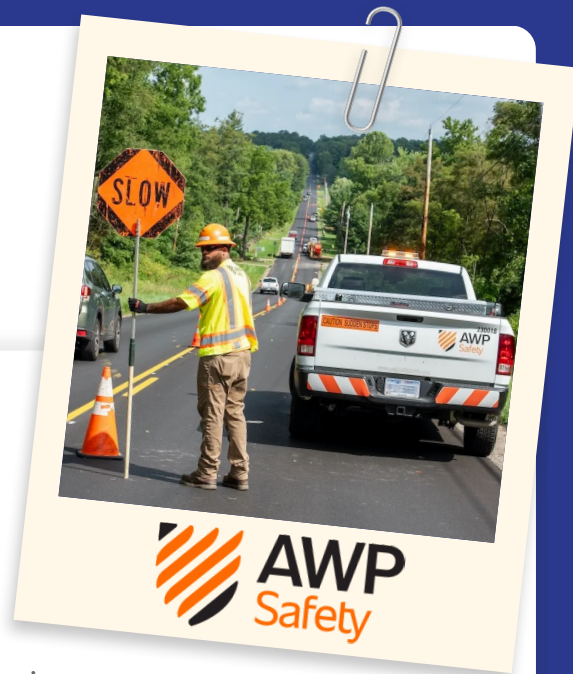
AWP Safety x Stack Intelligence Unify Three Acquisitions into One Playbook with Salesforce CPQ and Sales Cloud.

Client

AWP Safety is a national leader in traffic control and work zone management, helping infrastructure and utility crews operate safely, efficiently, and in full compliance across North America.

Challenge

- Siloed systems and pricing inconsistencies made it tough for reps to efficiently identify or bundle opportunities across companies.
- Multi-currency and Price Books limited scaling.
- Manual bundling and pricing processes were time consuming.
- No agreement on discounts or approval processes risked deals taking longer.



Solution

- A restructured product catalog and automated pricing calculations complete with consolidated Price Books.
- Guardrails with streamlined approval processes and controlled contracted pricing.
- Automated bundling with Guided Selling so reps can build smarter quotes in less time.
- Simplified discounting with clear approval rules and standardized pricing.

Results

- Optimized quoting powered by Price Rules, Approvals, and Discounting grows revenue.
- Sales teams now cross-sell and upsell seamlessly with a shared Price Book.
- Automated renewals unlock seamless recurring revenue opportunities.
- Live contracts are easier to manage, with streamlined add-ons and change orders.